



## Corporate Case Study



# Reinventing Corporate Mindset






The Maritz Capital Innovators partnership created a mechanism to drive employee engagement with startups through structured mentorship and workshops, and through immersion, absorb the startups mentality and infuse this mindset back into the corporate environment. In addition to positively shifting corporate culture, Maritz was able to get unique insights into the most cutting-edge solutions from around the world through Capital Innovators Accelerator programs. They gained data on emerging technology trends and received a first look at market disruptors that could be valuable for the future of their business. This resulted in a multi-year partnership that facilitated investment opportunities, branding and PR around innovation, new talent attraction, pilot opportunities and more.

The  **Maritz**®  **CAPITAL INNOVATORS**  
Accelerating Growth  
 corporate partnership is a four-year engagement and provides an example of outcomes you can expect.

**Maritz had several goals for the partnership and each one was met as the following outcomes show:**

Goal	Outcome
<b>Discovery of relevant new technologies</b>	We received 2,537 applications from companies with emerging technologies
<b>Gain data and insights into the most innovative technologies around the world</b>	The program has received applications from over 90 countries and 48 U.S. states
<b>Expand opportunities for investment, partnership, acquisition and licensing</b>	Maritz has taken advantage of these opportunities with 70 companies
<b>Solve pain points within the corporation through cutting-edge technologies that keep them at the forefront of their industry</b>	Examples of technologies sourced: Marketing Tech, Employee Communication, Market Research Tech, Digital Collaboration Tools, Travel Tech, Artificial Intelligence, Blockchain, HR Tech, Sales Analytics, Voice
<b>Engagement with talented entrepreneurs focused on innovation</b>	Maritz employee champion teams have had over 575 meetings with startups
<b>Exposure to top-notch talent that could become future employees</b>	Maritz hired at least 1 person through the partnership



Goal	Outcome
<p><b>Infuse innovation into the corporation through employee engagement with the companies and program</b></p>	<p>“One of the things that intrigued me about working with Capital Innovators was to be able to learn how they approach innovation in a startup versus how we try to approach it in a corporate world...So we’re trying to figure out how we can be more like them - so we can win fast or fail fast” -Bryan Phillips: Senior VP of Technology, Maritz</p>
<p><b>Increase brand awareness through marketing and public relations</b></p>	<p>Capital Innovators leveraged its media relationships to get the program featured in noteworthy publications, including, but not limited to:</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <div style="display: flex; justify-content: center; align-items: center; margin-top: 10px;">  </div>
<p><b>Opportunity to be hands-on and engage with the companies to help guide the investments to success</b></p>	<p>The companies coming out of the program received \$100+ MM in follow-on funding from 3rd party investors displaying validation of their traction and value in their markets</p>



***“We are thrilled to team up with Capital Innovators to help fuel a unique exchange of insights, ideas and opportunities that can advance our own business and provide us a continuous stream of new ways to solve our clients’ problems and opportunities.”***

*-Dennis Hummel, President, Maritz*



*Interested in learning how Capital Innovators can drive similar value for your business?  
Reach out and we can discuss your goals.*

**Capital Innovators**

Brian Dixon, COO

E: [Brian.Dixon@capitalinnovators.com](mailto:Brian.Dixon@capitalinnovators.com)

P: 314.566.7342